

Ritchie Vision Zero Street Labs Engagement Summary

saferoads@edmonton.ca
edmonton.ca/StreetLabs

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SHAPE OUR CITY

Edmonton

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Street Labs Public Engagement Summary

Background and Context

Vision Zero Street Labs are an opportunity to work with the City to bring traffic safety improvements to your neighbourhood, using adaptable traffic calming measures.

Residents in the Ritchie neighbourhood have expressed speeding and crosswalk safety concerns through various channels including emails and meetings with City staff as well as submissions through our Community Activation programs.

To address these concerns, we learned more about residents' traffic safety concerns in the neighbourhood to determine if a Street Lab would help address these safety concerns.

The feedback shared in this What We Heard Report was used in conjunction with the City's engineering expertise and technical data, to decide if a Street Lab is the best solution to address the street safety issues the neighbourhood is facing, or if another Safe Mobility program would be more appropriate.

The City has determined that it will pursue a Street Lab based on feedback received from the neighbourhood.

Communications Activities

To ensure residents were aware of the engagement process, and to support inclusive participation of residents in the Ritchie neighbourhood and beyond, the City communicated the engagement activities in the following ways:

- 4098 public notices were mailed to residents in the Ritchie neighbourhood.
- Email to the Ritchie Community League asking to share the engagement opportunities.

- Creation of a dedicated Ritchie Street Lab Engaged Edmonton page to provide project information and updates and to share engagement opportunities.
- Information about engagement opportunities was shared with Councillor Janz.

Engagement Activities

A Gender-Based Analysis Plus (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The project team provided a variety of engagement tools and activities to broaden outreach and ensure equitable participation.

Public Engagement activities included:

- An online survey was available from May 1 - May 29 on Engaged Edmonton. Paper surveys were also distributed to two retirement homes in the community, Trinity Place and Pioneer Place. There were a total of **189 responses** to the survey.
- An [interactive map](#) was also available on Engaged Edmonton for community members to pinpoint locations of traffic safety concerns. **42 contributors placed 226 pins** on the online map.
- An in-person Walk and Roll Audit was planned for May 18, 2023. Due to extremely poor air quality caused by wildfire smoke, the Walk and Roll Audit was canceled.

Public Engagement Conclusion

Online Survey Engagement Results

The data from the online survey was analyzed and themed.

A summary of the findings is presented in this section.

Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

Question 1: Which modes of transportation do you use in the neighbourhood? Select all that apply.

The majority of respondents stated they walk or drive a passenger vehicle around the neighbourhood.

| Response | N = 205 | % |
|---|----------------|----------|
| Walk | 198 | 97% |
| Bike | 161 | 79% |
| Drive a vehicle | 172 | 84% |
| Ride as a passenger in a vehicle | 119 | 58% |
| Roll (e.g. e-scooter, skateboard etc.) | 37 | 18% |
| Mobility aid (e.g. wheelchair, walker or other aid) | 14 | 7% |
| Motorcycle | 6 | 3% |
| Public transportation | 65 | 32% |
| Other | 4 | 2% |

Question 2: In the past 12 months, have you observed any traffic safety concerns in the neighbourhood?

The majority of respondents (79%) stated they have observed traffic safety concerns in the neighbourhood.

| Response | N= 189 | % |
|-----------------|---------------|----------|
| Yes | 149 | 79% |
| No | 34 | 18% |
| Unsure | 6 | 3% |

Question 3: Which of the following have you observed in the neighbourhood? Select all that apply.

The top traffic safety concerns in the neighbourhood include: speeding, poor crosswalk safety and drivers not yielding to pedestrians. There were 170 responses to this question.

| <i>Response</i> | <i>N= 170</i> | <i>%</i> |
|--|---------------|----------|
| Speeding | 127 | 75% |
| Shortcutting | 82 | 48% |
| Poor crosswalk safety (such as visibility of crosswalks) | 105 | 62% |
| Drivers not yielding to pedestrians | 106 | 62% |
| Drivers not coming to a full stop | 93 | 55% |
| Poor driver attention or distracted driving | 78 | 46% |
| Other | 35 | 21% |

Other traffic safety concerns identified include: pedestrians walking in traffic, drivers not following the rules of the road and poor visibility due to street parking.

Question 4: On which street(s) or intersection(s) have you observed these traffic safety concerns?

The majority of traffic safety concerns were focused along 76 Avenue, in particular from 99 Street to 96 Street at the Four Corners.

Other locations of high concern include:

- 100 Street and 80 Avenue
- 101 Street and 80 Avenue
- 100 Street from Whyte Avenue (82 Avenue) to 76 Avenue
- 97 Street and Whyte Avenue (82 Avenue)
- 97 Street
- 80 Avenue
- Whyte Avenue (82 Avenue)

Question 5: What time of day do you have traffic concerns? Select all that apply.

The majority of respondents (58%) observed traffic safety concerns all the time.

| <i>Response</i> | <i>N = 170</i> | <i>%</i> |
|---------------------|----------------|----------|
| Morning rush hour | 55 | 32% |
| Afternoon rush hour | 65 | 38% |
| Daytime | 52 | 31% |
| Nighttime | 28 | 16% |
| All the time | 99 | 58% |

| | | |
|-------|----|----|
| Other | 15 | 9% |
|-------|----|----|

Question 6: Which days of the week do you have traffic concerns? Select all that apply.

The majority of respondents (84%) observed traffic safety concerns every day of the week.

| <i>Response</i> | <i>N = 170</i> | <i>%</i> |
|------------------|----------------|----------|
| Monday | 30 | 18% |
| Tuesday | 30 | 18% |
| Wednesday | 31 | 18% |
| Thursday | 30 | 18% |
| Friday | 33 | 19% |
| Saturday | 23 | 14% |
| Sunday | 17 | 10% |
| All of the above | 143 | 84% |

Question 7: During which season(s) do you experience these traffic concerns? Select all that apply.

The majority of respondents (85%) observed traffic safety concerns throughout the year.

| <i>Response</i> | <i>N = 170</i> | <i>%</i> |
|-----------------|----------------|----------|
| Spring | 27 | 16% |
| Summer | 28 | 16% |
| Fall | 26 | 15% |
| Winter | 13 | 8% |
| Year round | 146 | 85% |

Question 8: Do you have any other specific comments regarding the above safety concerns?

Respondents shared a number of additional comments. The top 3 themes included:

- Speeding
- Shortcutting

- Crosswalk and pedestrian safety

A description of each theme is provided in the table below.

| <i>Theme</i> | <i>Description</i> |
|---------------------------------|---|
| Speeding and shortcutting | Participants' main concern was excessive speeding and shortcutting through Ritchie. |
| Pedestrian and crosswalk safety | <p>Respondents commented on poor crosswalk visibility, primarily due to parked cars along the corridor or crosswalks not being clearly marked.</p> <p>Drivers not yielding to pedestrians, along with other traffic safety concerns such as speeding, impact the safety of children, walkers and cyclists in the neighbourhood.</p> |
| Other | Other comments included how snow and ice clearing impacts traffic safety, such as the visibility of crosswalk markings. There were also many concerns regarding drivers not coming to a full stop at the four-way stop on 76 Ave and 96 Street. Additional concerns include cyclist safety and pedestrian safety in West Ritchie due to the absence of sidewalks. |

Question 9: Do you have any suggestions to improve traffic safety in the neighbourhood?

Residents provided a number of suggestions for both adaptable and permanent measures, to improve traffic safety in the neighbourhood.

Suggestions were analyzed and are summarized in the table below along with whether or not it could be considered in a Street Lab.

| <i>Suggestion</i> | <i>Potential Considerations for a Street Lab</i> |
|---|--|
| Narrow roads Curb extensions Centre medians Speed humps Restrict road parking | Yes |

| | |
|---|---|
| Speed tables Additional signage Raised crosswalks Flashing crosswalks Additional crosswalks Stop signs | Yes, not directly part of the Street Lab program but can be reviewed through other Safe Mobility programs and incorporated where feasible. |
| Driver feedback signs (digital speed signs) | Yes |
| Automated enforcement | No The approved Automated Enforcement location for Ritchie is on 97 St between 74 Ave and 75 Ave. As per the Government of Alberta's Automated Enforcement guidelines , Automated Enforcement is only allowed at approved sites and no new sites can be added at this time. |
| Police presence | No, but we will share the neighbourhood concerns with the Edmonton Police Service (EPS) for their review. To report traffic complaints, contact EPS at trafficcomplaints@edmontonpolice.ca . |
| Widen sidewalks Sidewalk connections Bike lanes Traffic lights | These suggestions are out of Safe Mobility's scope and will not be explored as part of a Street Lab or other Safe Mobility program. |

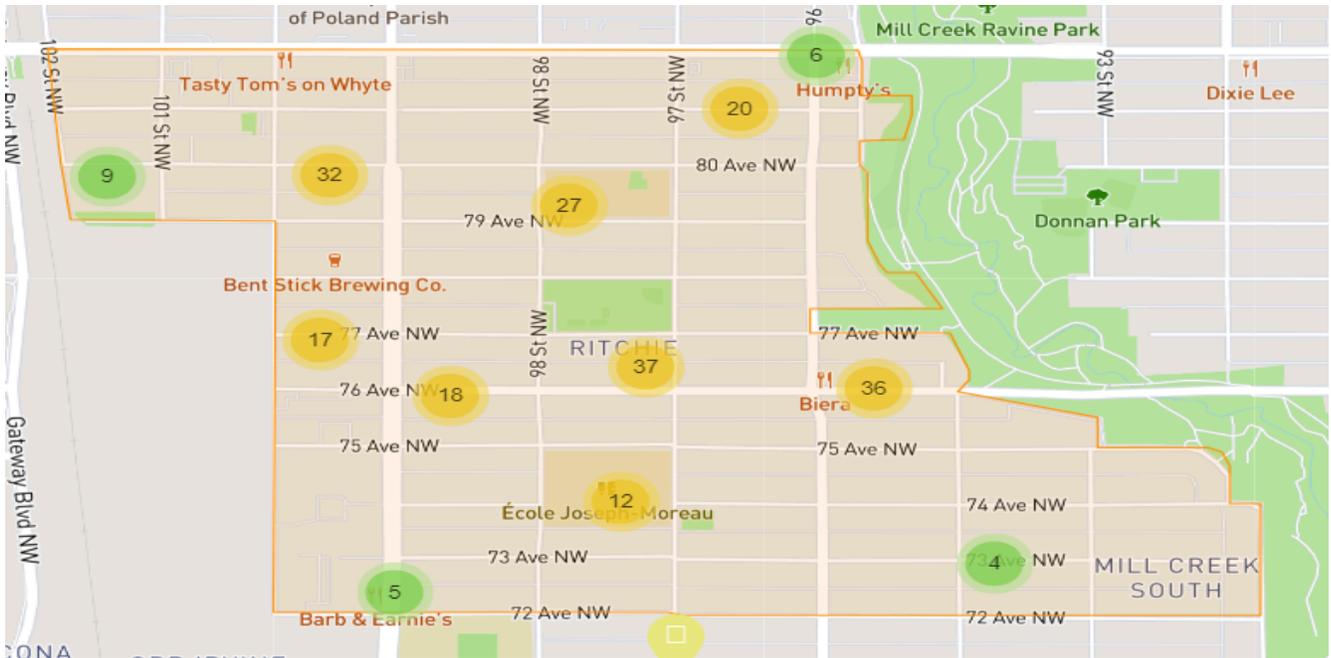
Question 10: Do you live, work or visit the neighbourhood? Select all that apply.

If respondents live in the neighbourhood, they were asked which street they live on. If respondents stated they visit or work in the neighbourhood, they were asked how often they work in/visit the neighbourhood.

The majority of respondents (85%) live in the neighbourhood. A smaller number of respondents visit the area, with the majority visiting 1-3 times per week.

Interactive Mapping Tool Feedback

An [interactive mapping tool](#) was available on Engaged Edmonton from May 1 - May 29. This activity provided residents with the opportunity to identify locations of interest and pinpoint traffic safety concerns. 42 contributors placed 226 pins on the map. The results are summarized below:



| Location | Top Traffic Safety Concerns |
|---|---|
| 76 Ave at the following intersections: 95 St, 96 St, 97 St, 98 St, 99 St | <ul style="list-style-type: none"> ● Poor crosswalk safety ● Drivers not yielding to pedestrians ● Poor driver attention |
| 97 St (between 73 and 74 Ave) | <ul style="list-style-type: none"> ● Unsafe shared road use |
| 98 St (between 79 and 80 Ave) | <ul style="list-style-type: none"> ● Speeding ● Shortcutting |
| 99 St (between 81 Ave and 74 Ave) | <ul style="list-style-type: none"> ● Poor crosswalk safety |
| 99 St and 79 Ave | <ul style="list-style-type: none"> ● Speeding ● Poor driver attention ● Drivers not coming to a full stop |
| 82 Ave and 96 St (intersection) | <ul style="list-style-type: none"> ● Poor crosswalk safety |
| 82 Ave and 97 St (intersection) | <ul style="list-style-type: none"> ● Poor crosswalk safety |

| | |
|------------------------------------|---|
| | <ul style="list-style-type: none"> Other: missing sidewalk connection |
| 82 Ave and 99 St (intersection) | <ul style="list-style-type: none"> Poor crosswalk safety |
| 78 Ave (between 99 St and 100 St) | <ul style="list-style-type: none"> Other: no sidewalks Poor crosswalk safety |
| 100 St (between 79 Ave and 76 Ave) | <ul style="list-style-type: none"> Other: no sidewalks Poor crosswalk safety |
| 100 St and 76 Ave (intersection) | <ul style="list-style-type: none"> Other: connecting the bike lanes west |
| 100 St and 82 Ave (intersection) | <ul style="list-style-type: none"> Other: connecting bike lanes south of Whyte Ave Other: missing bike detection button at the crossing |
| 102 St and 80 Ave (intersection) | <ul style="list-style-type: none"> Other: no pedestrian or bike crossing over the rail tracks |

Next Steps

Vision Zero Street Labs

The City's Safe Mobility team will use residents' feedback in conjunction with engineering expertise and technical data to develop a Street Lab plan consisting of measures to help address the street safety concerns in Ritchie.

Subscribe to project updates at edmonton.ca/StreetLabs.

Safe Crossings Program

In addition to the Street Lab measures that will be installed, crossing improvements will be made at the following locations:

- Pedestrian signal at 82 Avenue & 98 Street in 2023
- TBD at 76 Avenue & 95 Street in 2024 - 2026
- TBD at 76 Avenue & 98 Street in 2024 - 2026

For more information on the safe crossings program visit edmonton.ca/safecrossings.

CONTACT: Please email saferoads@edmonton.ca and City staff will follow up with you within three business days.